

2022 Wildfire Safety-PSPS Outreach Survey General Population Pre-Season and Post-Season Waves

March 31, 2023



- Completed interviews by wave:

<u>Wave</u>	<u>Pre 2020</u>	<u>Post 2020</u>	<u>Pre 2021</u>	<u>Post 2021</u>	<u>Pre 2022</u>	<u>Post 2022</u>
Online	1,200	1,088	1,138	1,341	1,361	1,307
Phone	<u>1,038</u>	<u>1,132</u>	<u>1,002</u>	<u>1,354</u>	<u>1,390</u>	<u>1,446</u>
Total	2,238	2,220	2,140	2,695	2,751	2,753

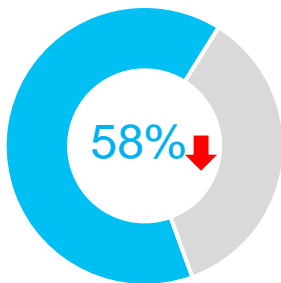
- Data collected:
 - Pre-Season: Aug 30 to Sep 25,
 - Post-Season: Nov 15 to Dec 11
- Survey length: 17 minutes (Post)
- Minimum DMA quotas were set to ensure a statistically valid sample in each DMA
- Stratified sample across DMAs with AFN oversample; age/gender quotas in each
- Final sample was weighted by age and gender to provide representative views across the entire service territory, within each region, and by DMA
- The online survey used a dropdown that allowed respondents to take the survey in any language. For the phone survey, fluent speakers were available in all languages for survey administration.
- Available languages were:

English	Korean
Spanish	Farsi
Arabic	Portuguese
Armenian	Punjabi
Chinese	Russian
Hmong	Tagalog
Hindi	Thai
Japanese	Vietnamese
Khmer	

Key Findings

Awareness of PG&E communications is down from Pre 2022 and in line with Post 2021.

Aware of PG&E Communication



Sources of Communications (aided)

	Pre 2020	Post 2020	Pre 2021	Post 2021	Pre 2022	Post 2022
	63%	↑ 67%	↓ 59%	↓ 55%	↑ 68%	↓ 58%
	47%	↓ 41%	40%	42%	39%	36%
	31%	32%	30%	29%	26%	23%
	20%	17%	17%	16%	15%	13%

Satisfaction with PG&E's wildfire safety efforts remains consistent with results from the past year.

Nearly half rate PSPS program as positive, up from Pre 2022.

Overall Sat with Wildfire Safety Efforts

■ Dissatisfied ■ Satisfied

Pre 2020



Post 2020



Pre 2021



Post 2021



Pre 2022



Post 2022



PSPS Perception

■ Negative ■ Positive

Pre 2020



Post 2020



Pre 2021



Post 2021



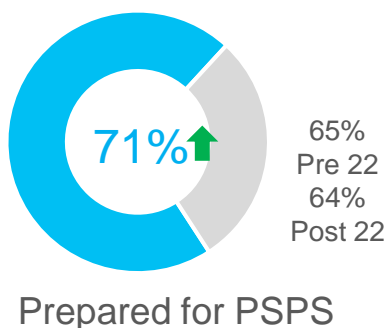
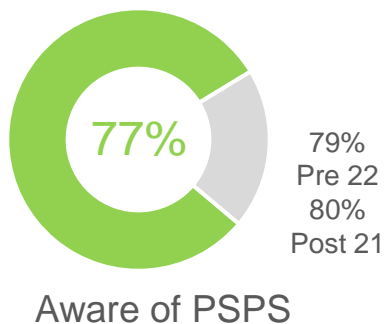
Pre 2022



Post 2022



Preparations and PSPS



- PSPS awareness is 77% - in line with previous waves (79% in Pre 2022, 80% in Post 2021, 79% in Pre 2021, 81% Post 2020 and Pre 2020). Awareness remains higher in Wildfire Tiers 2-3 (90% vs. 73% in Tier 1).
 - Unaided, TV or radio news report, losing power, and a text message from PG&E are the main sources of PSPS information. When aided, an email from PG&E, TV/radio news and a text from PG&E are the most frequently mentioned sources.
 - Those in Wildfire Tiers 2 or 3 are most likely to mention their power being shut off, a text message, and a letter from PG&E.
 - Over half (59%) of those who saw PSPS information on the PG&E website are satisfied with it.
- Over two thirds say they are prepared for PSPS (71%), up from Pre 2022 (65%) and Post 2021 (66%). When aided, purchasing lanterns or flashlights, signing up for notifications from PG&E, and purchasing food and water are the most common steps taken.
 - Just over three in ten (33%) prepared an emergency kit, up from Pre 2022*

Key Findings (cont.)

Customers in Wildfire Tiers 2-3 are more likely than those in Tier 1 to be aware of PG&E communications, more likely to be aware of PSPS, and more likely to be prepared for a PSPS event; they are less satisfied with PG&E's efforts and have a less positive perception of PSPS.

	Wildfire Tier		Medical Baseline		In Care		Low Income	
	Tier 1	Tier 2-3	Yes	No	Yes	No	Yes	No
Awareness of PG&E Communication	55%	69%	58%	58%	52%	60%	54%	60%
Satisfaction with PG&E's efforts (top-2-box)	48%	41%	49%	47%	65%	41%	63%	42%
Awareness of PSPS	73%	90%	78%	76%	61%	81%	62%	81%
Preparedness for PSPS	67%	85%	71%	71%	66%	72%	65%	73%
PSPS Perception (top-2-box)	49%	39%	41%	47%	55%	44%	52%	45%

Bold text signifies statistical difference at the 95% confidence level compared to at least one other audience